

Recycled Content Newsprint Data Collection for Calendar Year 2008

11/08 Publication mailing list compiled by reviewing past years' lists and the 2008 Missouri Newspaper Directory prepared by Missouri Press Service, Inc. (purchased hard copy version). Letters were sent to any publication showing a possible distribution of 15,000 or more.

11/08 Letters and blank recycled content newsprint usage forms/exemption forms were sent to 102 publications. This was approximately one month earlier than previous years.

78 usage statements were submitted. 24 of these usage statements were accompanied by requests for exemptions. We also had 8 publications notify us that they were exempt from reporting requirements because their average daily distribution was less than 15,000 or they had no printing to report for 2008. 3 publications were in noncompliance and did not report – all received a certified letter, a letter of warning, multiple phone calls and emails. Those publications are the Kansas City Globe, the Raytown Post, and the St. Louis Sentinel.

Summary:

- 78 Usage Statements received.
- 24 Exemption Requests received.
- **Total tons reported = 139,994**
Total recycled tons = 53,878
Overall recycled newsprint content usage percentage = 38%
- 51 of the 78 (65%) respondents met or exceeded the 50% goal for 2008. These 51 publications reported 16,942 tons used (12% of total tonnage reported), of which 12,006 tons contained recycled content (22% of total recycled tonnage reported).
- 36 of the 51 publications exceeding the 50% recycled newsprint content goal reported 100% recycled newsprint content usage. These 36 publications reported 2,640 tons of newsprint used were recycled content (4% of total recycled tonnage reported)

Of the 24 requested exemptions 14 (58%) reported that an adequate quantity of newsprint meeting the target content goal was not available during this reporting period (#1).

10 publications (41%) also reported the recycled content newsprint that was available during the reporting period did not meet the quality standards as determined by the department (#3).

2 publications (8%) reported that the newsprint meeting the recycled content goal was unavailable at a cost not greater than the average delivered cost of newsprint made from virgin pulp purchased during the reporting period (#2).

Some publications reported more than one exemption.

3 publications did not respond to any attempts to contact them and are out of compliance.

Publications were allowed to e-mail the department if their average circulation on day published did not exceed 15,000. 8 responses were received on this issue. Most publications appreciated being able to e-mail vs mailing in a card.